

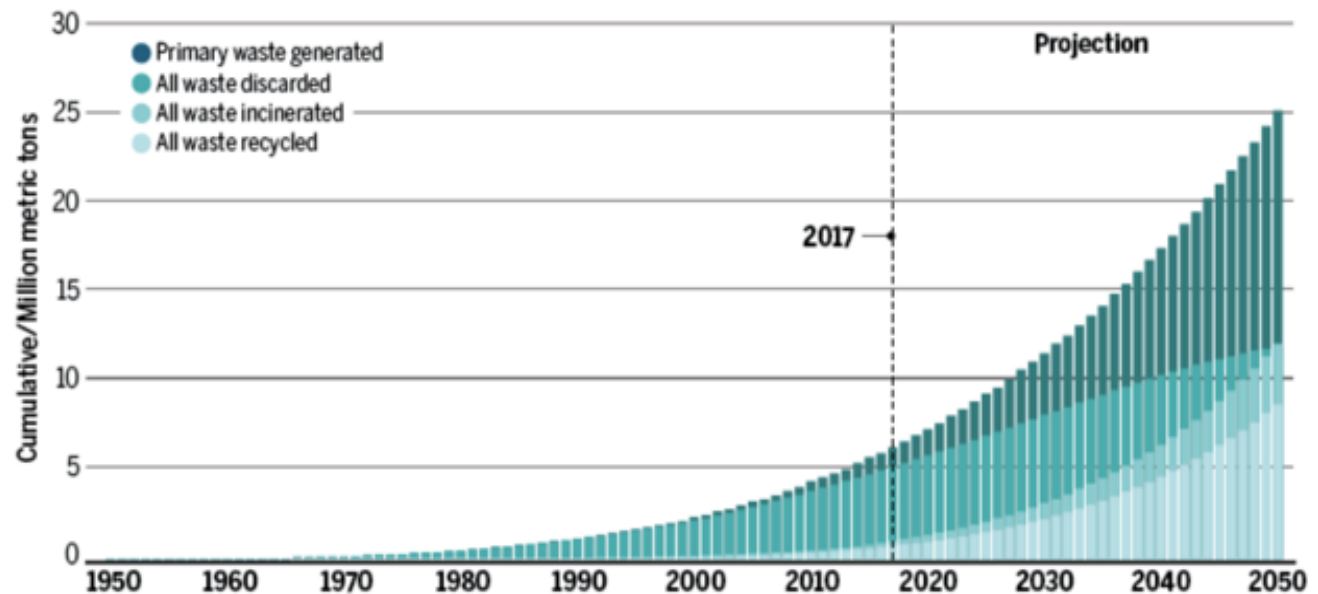
# Marine Debris Strategy 2021-2025



# Sources of Marine Debris



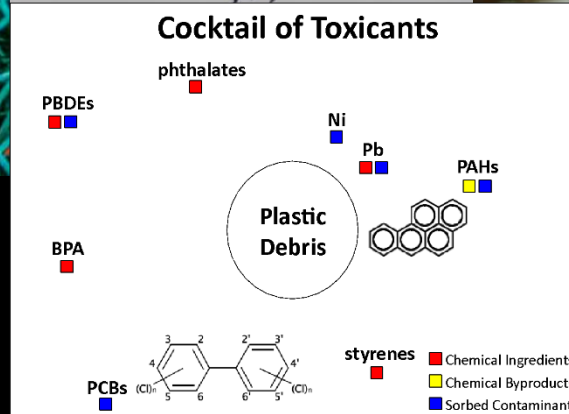
Growing Awareness & Concerns about a Growing Problem



CREDITS: (GRAPHIC) G. GRULLÓN/SCIENCE; (DATA) GEYER ET AL., SCIENCE ADVANCES

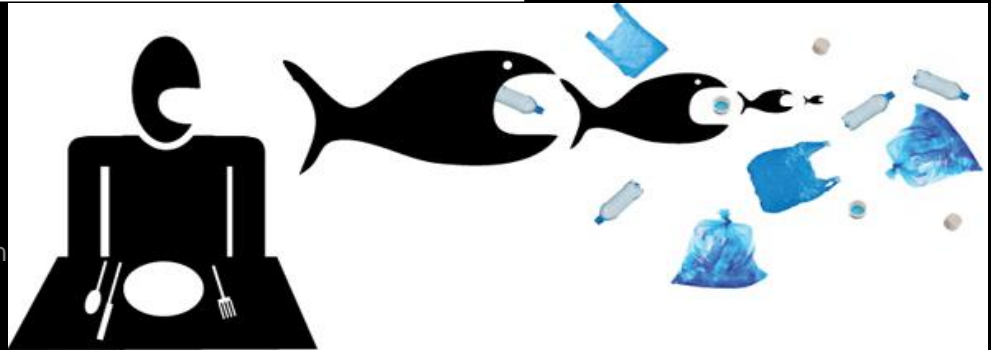
# Impacts of Marine Debris

## Ingestion, Entanglement & Chemical Poisoning



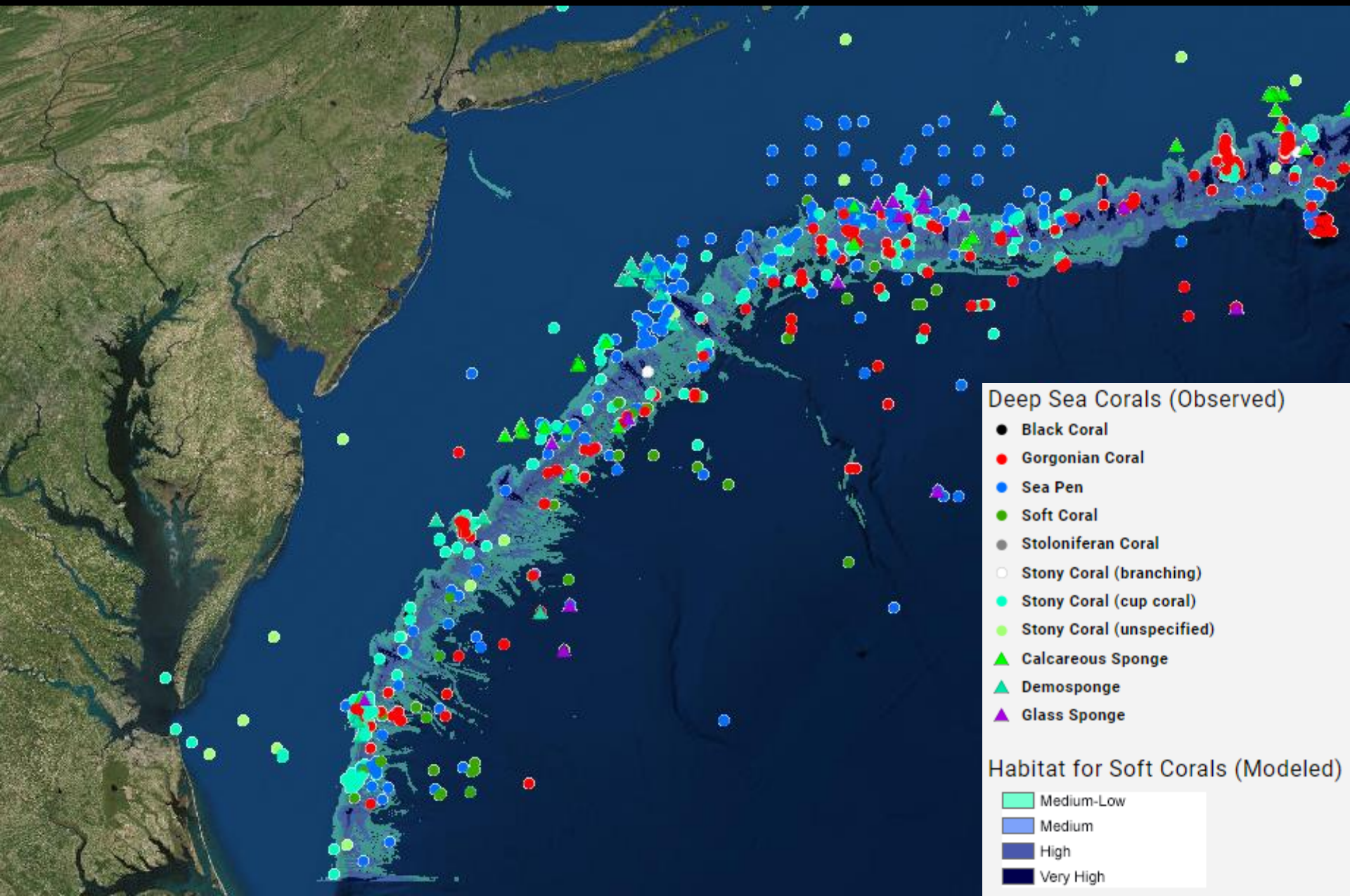
## Human Health & Safety

Photo: Pam Denmon  
FWS





# Impacts of Marine Debris





# Impacts of Marine Debris

## Habitat & Economics



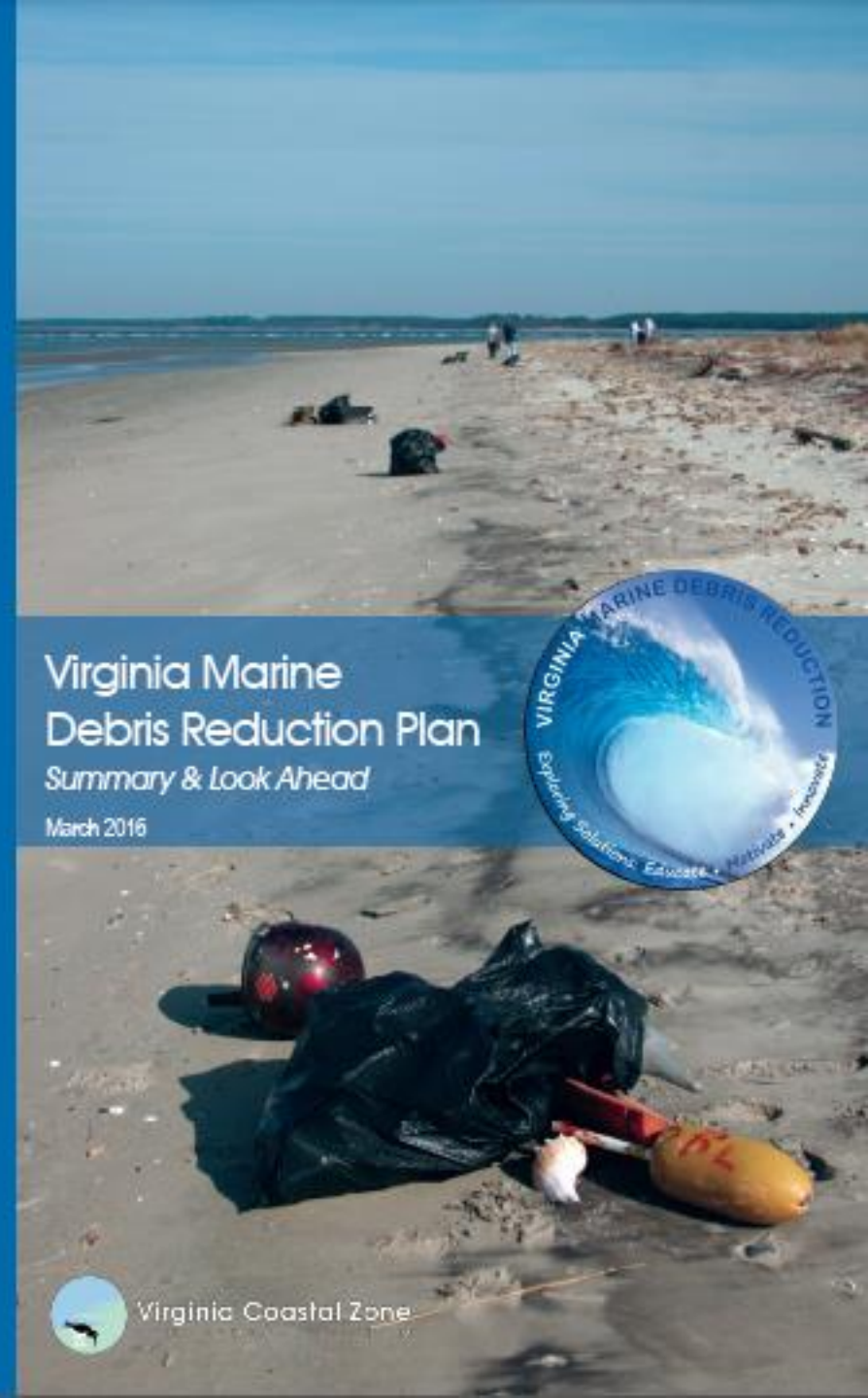
- Loss of habitat for nesting animals
- Cleanup costs
- Loss of tourism dollars





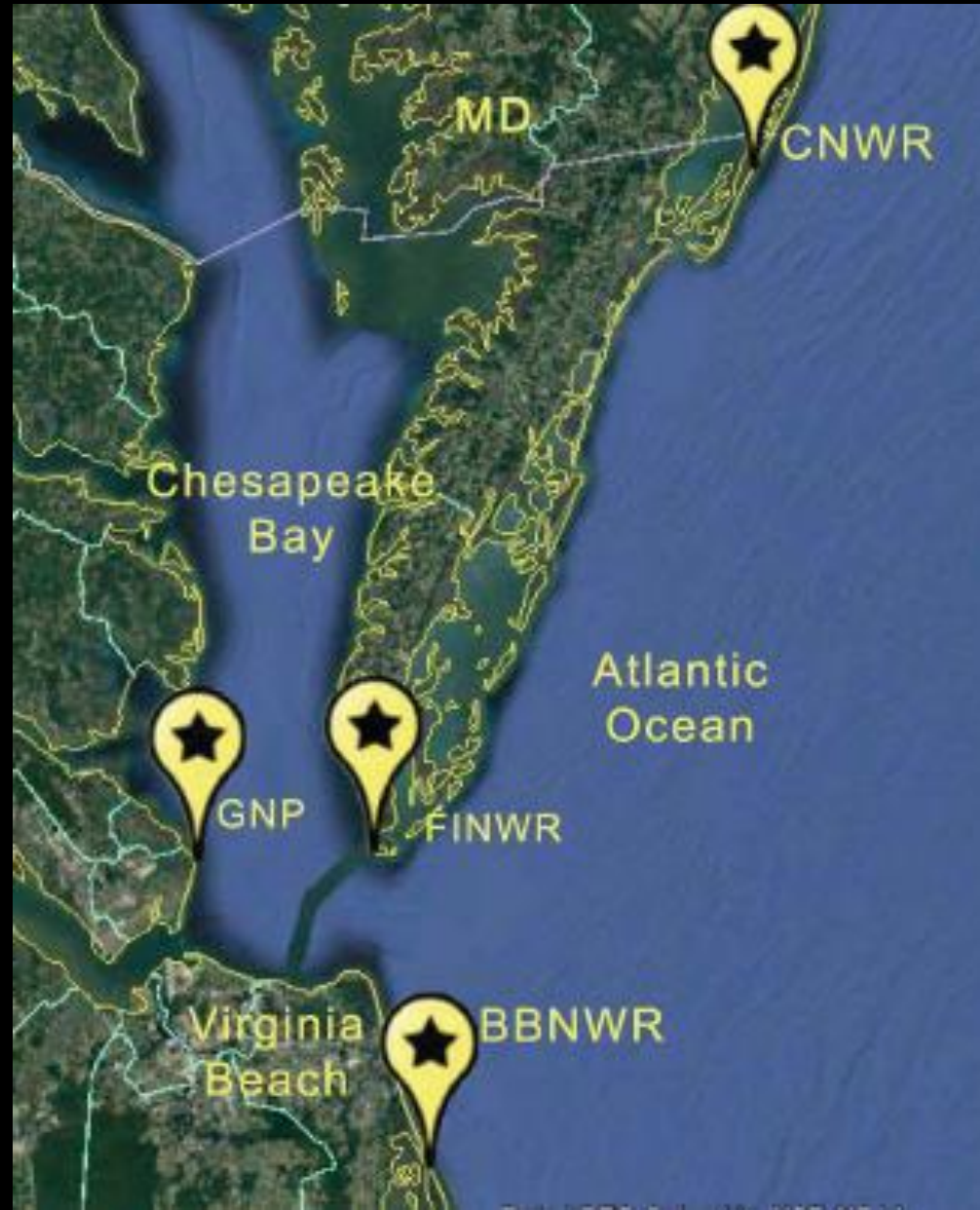
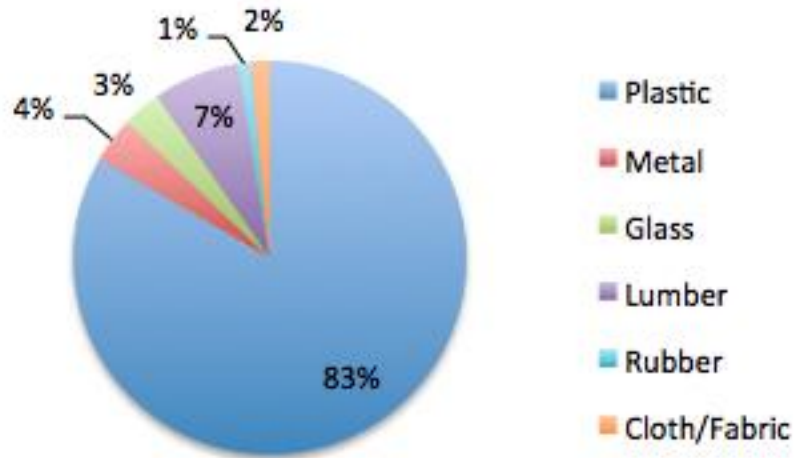
# VA Marine Debris Reduction Plan

- First plan in 2014
- Collaborative effort
- Based on what is feasible
  - politically
  - socially
  - economically
- Summary & Look-ahead in 2016



# Accomplishments: Monitoring 2014-2019

**Sources of Debris by Material**



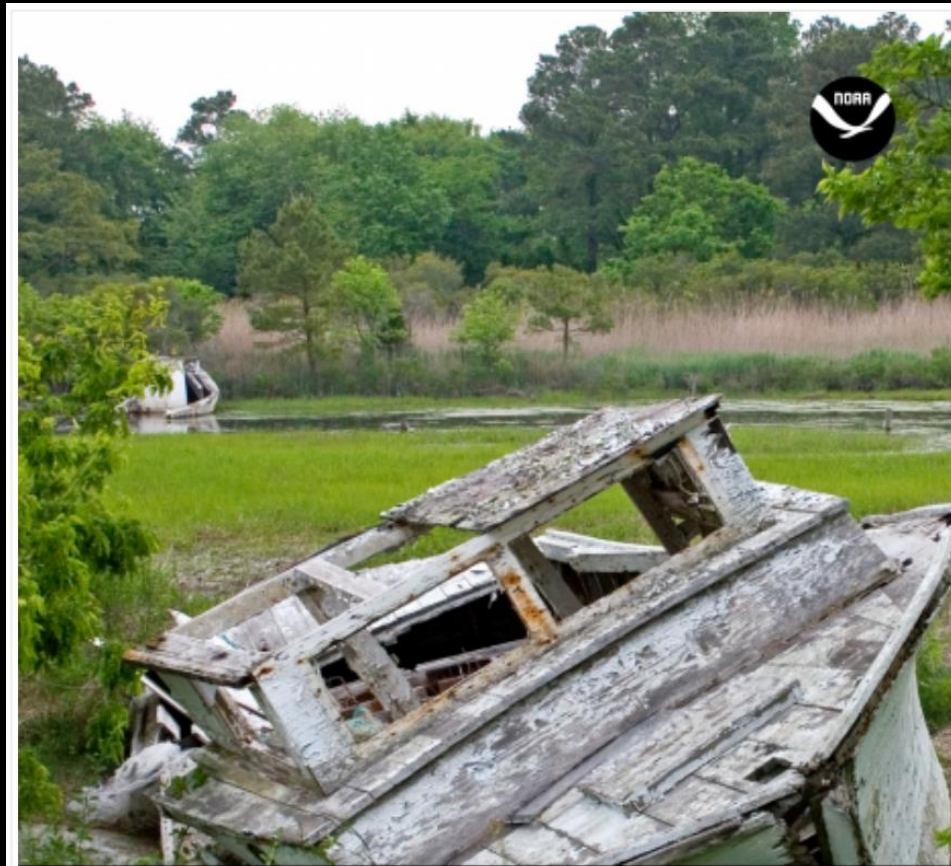


# Accomplishments: Remove & Mitigate

## VA Marine Debris Emergency Response Guide

Available at:

[https://marinedebris.noaa.gov/  
emergency-response-  
guide/virginia-marine-debris-  
emergency-response-guide](https://marinedebris.noaa.gov/emergency-response-guide/virginia-marine-debris-emergency-response-guide)



### **Virginia Marine Debris Emergency Response Guide: Comprehensive Guidance Document**

NOAA Marine Debris Program  
National Oceanic and Atmospheric Administration  
U.S. Department of Commerce  
February 2020

Photo: Christina Trapani, Eco Marine Company



# Accomplishments: Networks

- Collaboration (Summits, workshops)
- VA Plastic Pollution Prevention Network
- LitterFreeVA.org
- Stormwater & Litter Network



VIRGINIA PLASTIC POLLUTION  
PREVENTION NETWORK

<http://vaplasticpollutionpreventionnetwork.org/>



**Litter Free Virginia**

<https://litterfreeva.org/>

- Abandoned & Derelict Vessel Work Group



# Accomplishments: Social Marketing Campaigns to Stop Balloon Releases & Keep Beaches Clean



Photos from various websites



# Accomplishments: Laws

- 2020 law allows local govts to put 5-cent fee on plastic bags.



- Intentional balloon releases illegal in VA as of July 1, 2021

- Polystyrene food containers phasing out – chain restaurants by 2023; all food vendors by 2025



# Accomplishments: Funding

## VA Litter Tax

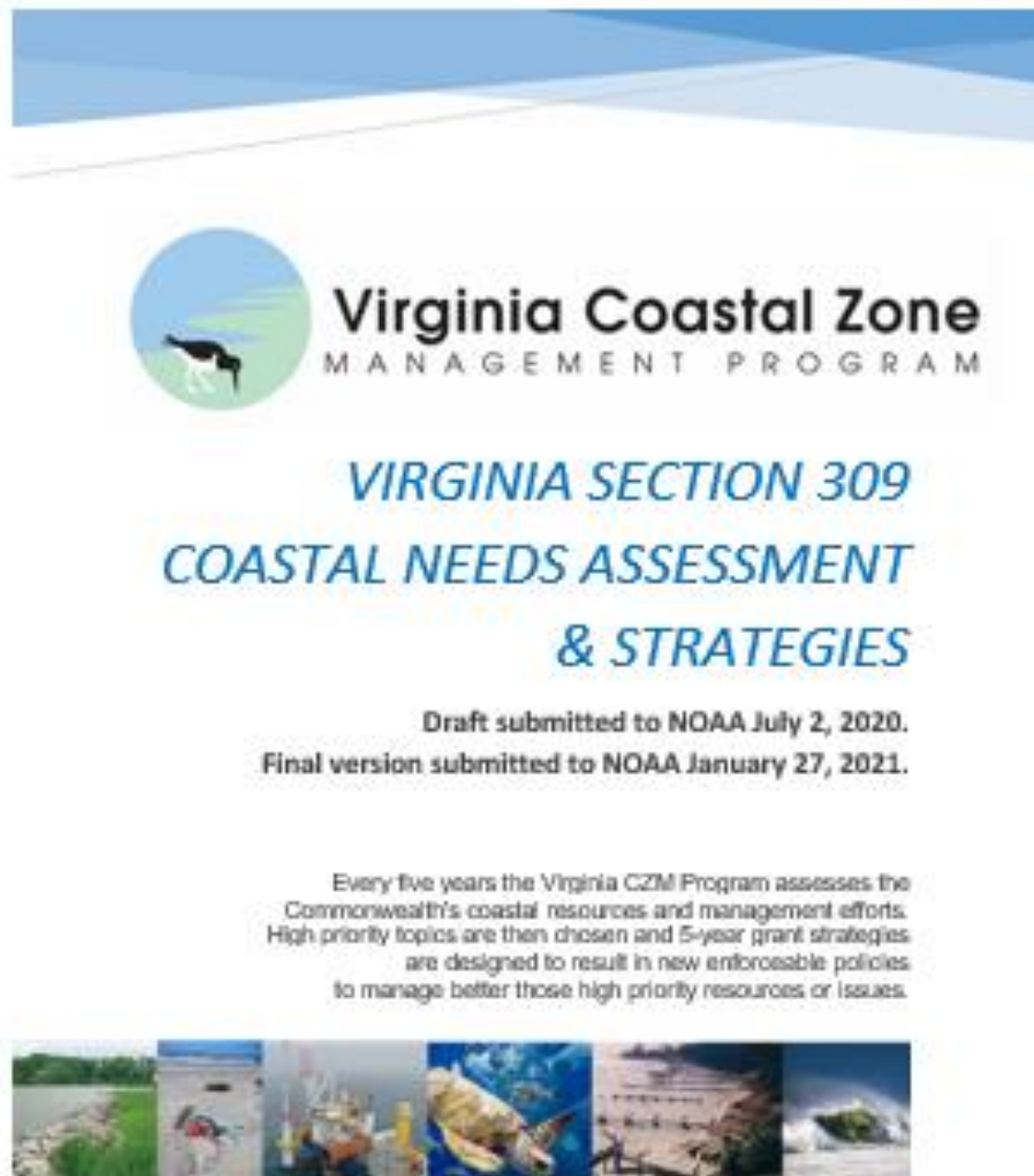
- Raised after 44 years from \$10 to \$20 per business.
- Inadequate...consider raising it to \$100 per business per year.
- Open up grant program to non-profit organizations





# 2021 – 2026 CZM Section 309 Marine Debris Strategy

\$160k/year for  
5 years - includes  
project coordination,  
monitoring, locality  
assistance (\$22 -27k/yr),  
and summits in 2022  
and 2025





Virginia Coastal Zone  
MANAGEMENT PROGRAM



CLEAN  
VIRGINIA  
WATERWAYS  
OF LONGWOOD UNIVERSITY



National  
Marine Sanctuary  
Foundation



# 2021-2025 Virginia Marine Debris Reduction Plan

August 2021





# Four Major Goals

- Reduce Consumer Debris
- Reduce Derelict Fishing Gear
- Reduce Microplastics and Microfibers
- Reduce Abandoned and Derelict Vessels



## Goal 1: Consumer Debris -- Mainly Single-use Plastics

### Strategy 1.1.: Prevention, Behavior Change, Education, Outreach

**Objective 1.1.1.:** By the end of 2025, **promote information-sharing** and **support outreach, educational and social marketing campaigns** targeted at consumer debris items to **raise public awareness** of available science, data collection, research, laws, and regulations as steps leading to long-term changes to behavior and improve efforts to address marine debris.

**Objective 1.1.2.:** By the end of 2025, **educate youth and adults through formal and non-formal education** methods by using existing curricula and work with Mid-Atlantic partners in developing regionally-specific educational materials, art exhibits, resources, and professional learning opportunities.

**Objective 1.1.3.:** By the end of 2025, identify and promote **industry partnerships** in the **supply chain and production operations** to promote reusable systems and **extended producer responsibility** in sectors such as, food service, hotels, tourism, retail, manufacturing, and wholesale.

### Strategy 1.2.: Research and Monitoring

**Objective 1.2.1.:** By the end of 2025, complete at least **one new research project** identifying opportunities, research gaps, data collection and monitoring efforts, and impacts of consumer debris.

**Objective 1.2.2.:** By the end of 2025, conduct **social science research project(s)** related to consumer debris, such as the effectiveness and best practices of behavior change efforts, community-based social marketing efforts, and identifying target audiences for additional marine debris prevention interventions.

### Strategy 1.3.: Proper Disposal, Interception, and Infrastructure

**Objective 1.3.1.:** By the end of 2025, promote and increase **proper disposal, interception technologies**, and sustainable disposal options of consumer debris by identifying hotspots, adequately maintaining and emptying disposal receptacles, providing job opportunities, and supporting public services.

### Strategy 1.4.: Removal

**Objective 1.4.1.:** By the end of 2025, support and coordinate removal **clean-up efforts** of consumer debris, mobilizing 20,000 people, to remove 800,000 pounds of debris on land, waterways, coasts, and our ocean.

### Strategy 1.5.: Policy, Management, Legislation and Enforcement

**Objective 1.5.1.:** **Through statewide partners**, work with the state legislature to pass statewide legislation (or legislation that enables local governments to implement local laws) that will lead to a reduction of litter and marine debris. **Build awareness of existing policy options with local governments, and assist them to implement local policies and laws that will lead to a reduction in littering of consumer products.**



# Some Legislative Actions for the New 2021-2025 Plan

- Wider adoption of EO 77 to reduce the use of single-use plastics
- Adoption of policies and laws to reduce specific forms of marine debris
- Recycling of fishing line and removal of braided fishing line
- Create and fund a VA Abandoned & Derelict Vessel Prevention and Removal Program



# Some Legislative Actions for the New 2021-2025 Plan

- Local implementation of 5-cent fees on single-use plastic bags
- Local ordinances regarding dumpster management and hauling
- Local ordinances on bulk trash disposal options
- Support phase out of EPS and increased enforcement
- Statewide fee on plastic bags
- Statewide bottle bill
- Extended producer responsibility



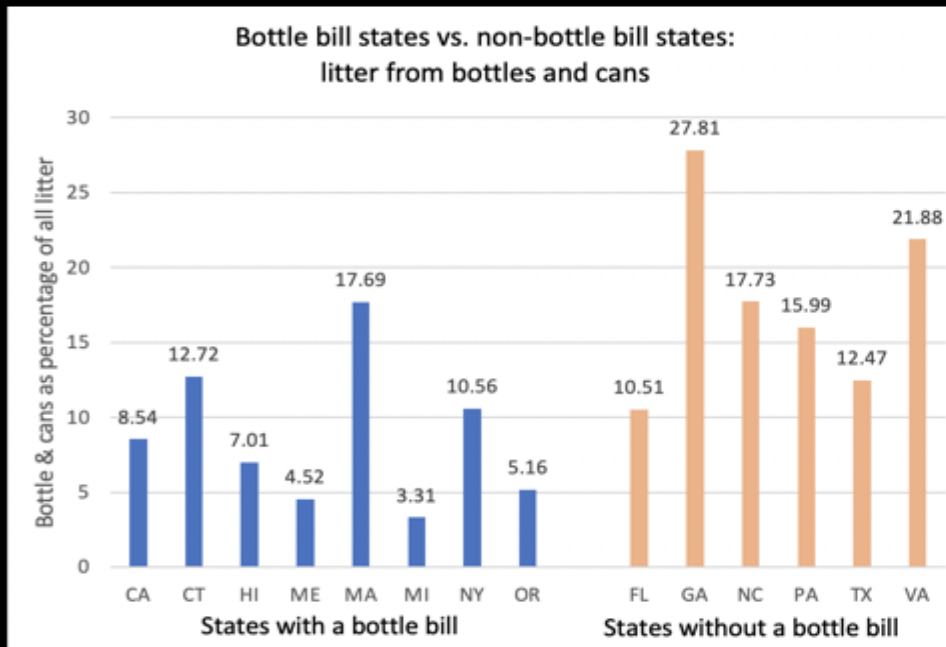
an via Getty Images

**UPDATE: July 13, 2021:** Gov. Janet Mills signed [LD 1541](#) into law on Tuesday, making Maine the first state to pass an extended producer responsibility (EPR) law for packaging.



# Some Legislative Actions for the New 2021-2025 Plan

## Bottle Bills



# Some Legislative Actions for the New 2021-2025 Plan

## Extended Producer Responsibility (EPR)

**Responsibility for treatment and disposal of certain consumer products is placed on producers, manufacturers, and retailers.**

- Gaining momentum as states are faced with an increasing amount of waste.
  - EPR in place: Maine & Oregon
  - EPR bills in CA, HI, MD, MA, NY
- Expand recycling efforts and takeback programs
- Promotes sustainable product designs.

